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March 7, 1928



EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

"FOR BIGGEST YIELDS ALFALFA FIELDS"

H.W.Hochbaum
Agriculturist, Eastern States

The above slogan, one of 486 slogans submitted by the school children of Cayuga County, N. Y., was declared the first prize slogan in a county-wide contest recently conducted by County Agent Charles L. Messer, Jr. This contest not only won the enthusiastic support of 230 school teachers in the county, but was also responsible for creating great interest in alfalfa for Cayuga County. This, rather than a slogan itself, is the fundamental purpose of such contests.

The school teachers were given circulars about the contest and the reasons for conducting it for distribution to their pupils. This material was supplemented by illustrated, printed circulars on alfalfa which gave reasons why this crop should be grown, together with reminders on the slogan contest. Three additional letters with helpful, informative inclosures were sent to the teachers. Many teachers requested bulletins or special information on alfalfa.

The slogans entered were handled so that the judges could not know who submitted them. The judges saw only the numbered slogans. The name of the pupil who submitted a slogan was given the same number and that list was kept by the county agent. The judges were two local editors and the extension specialist in agronomy.

Slogan contests have been popular with county extension agents in New York who have carried on alfalfa campaigns. They have also proved their worth in arousing attention and in keeping the central idea before people in campaigns conducted in other States. The alfalfa campaign in New Hampshire and the Grow Healthy Chicks campaign in Connecticut are notable examples.

Original distribution to all extension workers in Eastern and North Central States and extension directors and county agent supervisors in other States.

